The Fifth Estate

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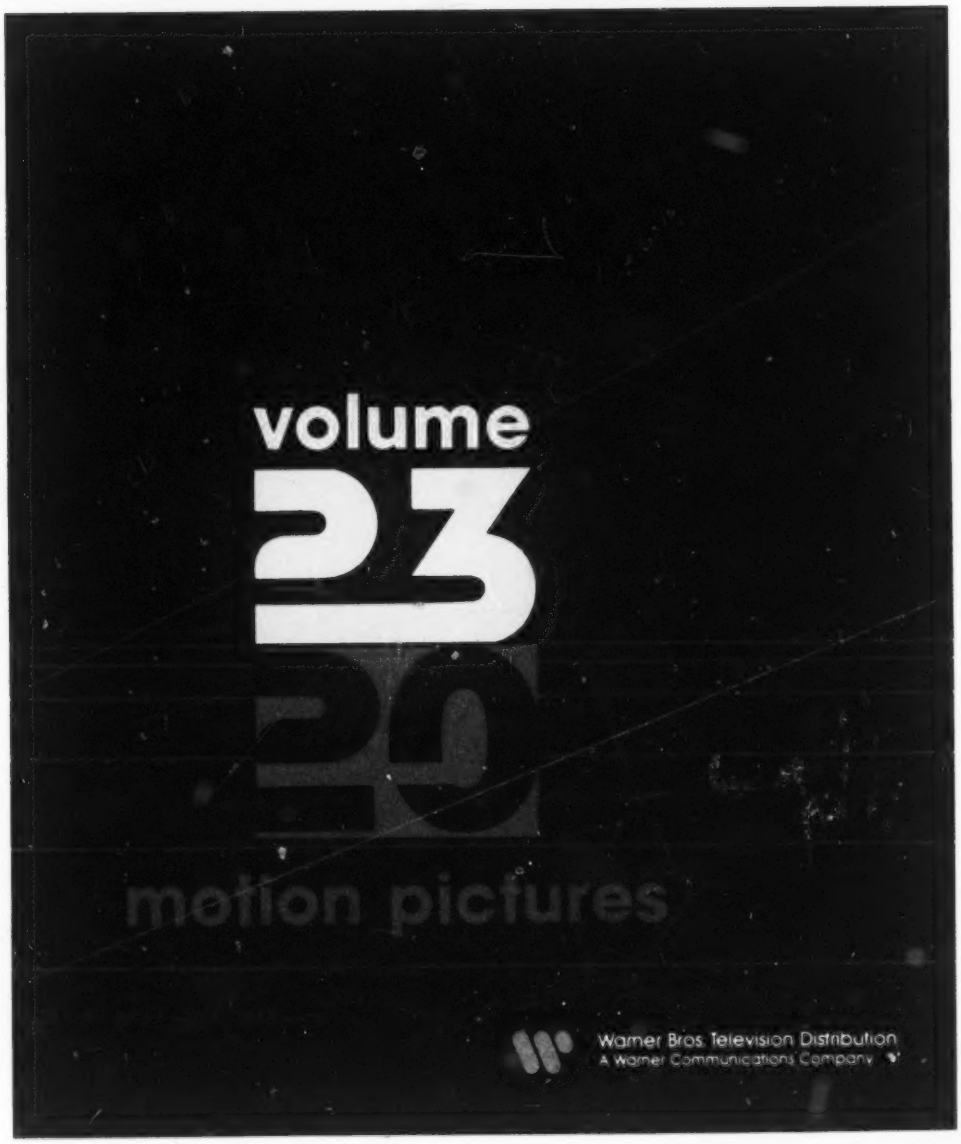
Broadcasting Feb 14



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Broadcasting Feb 14

Sales looking upbeat for first quarter □ 'Winds' blows away the competition for ABC □ Ad hoc proposal □ RKO stations up for grabs

SUPER SALES □ First-quarter sales picture is looking very good for broadcasters with network and spot running at increases of between 10% and 14%. **PAGE 35.**

HERE COME THE AD HOCS □ Tribune, Taft, Gaylord and Chris-Craft get together to form venture that will present once-a-week, prime time programing. **PAGE 36.**

FINANCIAL INTEREST COMPROMISE □ Momentum at the FCC seems to be swinging in direction of compromise, while opposing sides in issue claim victory with comments already filed. **PAGE 37.**

STRONG WINDS □ Although critical acclaim is not universal, the early numbers for ABC's epic mini-series show it is demolishing the competition. **PAGE 36.**

RKO IN THE COLD □ FCC opens RKO General's 13 licenses to competing applications. Their estimated worth is $200 million. **PAGE 38.**

CLEARING DECKS □ UPI dismisses management personnel in New York, while adding more reporters in the field. **PAGE 39.**

CONTEMPTIBLE □ New Orleans judge cites CBS for contempt in *60 Minutes* episode involving policemen. **PAGE 40.**

FRANKLY FRANK □ Massachusetts representative introduces bill that would make all distant signals imported by cable systems subject to full copyright liability. **PAGE 42.**

VALENTI AT LARGE □ Motion Picture Association of America President Jack Valenti is becoming a major figure in Washington as broadcasters and cablecasters are finding these days. He is armed with strong opinions on VCR and cable copyright liability and the FCC's proposal to eliminate the syndication and financial interest rules. **PAGE 60.**

BLAME FOR PROGRAMING ILLS □ Norman Lear says network preoccupation with ratings stifles innovation. Filmmaker Wiseman and producer Cook criticize public broadcast sector for funding and bureaucratic mistakes. **PAGE 69.**

WHITE HOUSE LUNCHES □ President Reagan drops in on several news briefings held for different sets of local reporters. **PAGE 72.**

CBS PROFITS DROP 31% □ Earnings of $112.5 million for 1982 reported. Bright spot is record year that television stations group posted. **PAGE 76.**

TECHNICAL HASTE MAKES WASTE □ That was recurring admonition to SMPTE San Francisco by speakers urging comprehensive research before any standards are set for new technologies. **PAGE 82.**

NO CLUBS FOR CHILDREN'S TV □ Fowler restates position that FCC does not, and will not, require broadcasters to air fare specifically targeted for children. **PAGE 85.**

ALAN SLOAN, PATHFINDER □ Comworld president is leading his young company through the jungles of Hollywood with an eye to new cost-saving techniques. **PAGE 111.**

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Ratings Roundup

Week 19 of the 1982-83 prime time season went solidly to ABC-TV, which captured its largest weekly audience this season aided by the opening night of its 18-hour mini-series, ***Winds of War***, the season's highest rated entertainment program. The week ending Sunday, Feb. 6, was also NBC-TV's highest rated of the season, thanks in part to its rebroadcast of the 12-hour mini-series, ***Shogun***. The week in which Nielsen and Arbitron opened their February local ratings sweeps also saw the three networks capture their largest combined audience, averaging a 56.3 rating and 83 share.

ABC-TV finished the week with a 21.2 rating/31 share, nearly three points ahead of CBS-TV (18.5/27) and nearly five points ahead of NBC-TV (16.6/25). Part one of ***Winds of War***, which averaged a 31.9 rating/53 share (see story, "Top of the Week") and four nights in which ABC averaged higher ratings than usual in prime time, helped edge the network's season-to-date average up two-tenths of a point, from a 16.6/26 the week before to a 16.8/27 in week 19.

Part one of ***Winds*** and a run-over of ABC-TV's broadcast of the National Football League's AFC-NFC Pro Bowl (20.2/32) brought ABC-TV an average 34.2 rating/47.6 share on Sunday—double the ratings the network usually scores on that night. CBS-TV, down about five points from its typical Sunday-night performance at 17.1/23.8, aired the film, "Any Which Way You Can," (14.7/20) opposite ***Winds***, while NBC-TV, which averaged a 15.6/21.3 for the night, aired a made-for-TV movie, ***The Kid with the 200 I.Q.***, (18.1/24). ***The Winds of Whoopee***, a one-hour Steve Martin comedy special following the NBC-TV movie, averaged a 12.8 rating/18 share.

ABC won Monday, Wednesday, Friday and Saturday nights, while CBS-TV won Tuesday, Thursday and Friday.

The First 20

1.	*Winds of War* (Part I) *(S)*	ABC	39.1/53
2.	*Magnum, P.I.*	CBS	25.8/37
3.	*60 Minutes*	CBS	25.4/36
4	*Dynasty*	ABC	24.3/37
5.	*Dallas*	CBS	24.0/36
6	*Love Boat*	ABC	23.7/37
7.	*M*A*S*H (R)*	CBS	22.6/32
8.	*Fall Guy*	ABC	21.4/30
9.	*ABC Monday Night Movie:* "Confessions of a Married Man"	ABC	20.7/31
10.	*Simon & Simon*	CBS	20.7/30
11.	*Newhart (N)*	CBS	20.7/29
12.	*That's Incredible*	ABC	20.6/30
13.	*ABC's Wide World of Sports* (Sun. 7-7:41 p.m.)	ABC	20.2/32
14.	*Falcon Crest*	CBS	20.1/32
15.	*Shogun* (Part I) *(S)*	NBC	19.6/29
16.	*Hill Street Blues*	NBC	19.3/31
17.	*Hallmark Hall of Fame:* "Thursday's Child" *(S)*	CBS	19.3/30
18.	*Dukes of Hazzard*	CBS	19.2/30
19.	*Shogun* (Part II) *(R) (S)*	NBC	18.9/28
20.	*Hart to Hart*	ABC	18.4/30

The Final Five

52.	*Steve Martin Special: The Winds of Whoopee*	NBC	12.8/18
53.	*Square Pegs (N)*	CBS	12.3/19
53.	*St. Elsewhere (R) (N)*	NBC	11.8/19
54.	*Taxi (N)*	NBC	10.7/16
55.	*Family Tree (N)*	NBC	8.7/14

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Radio's fastest growing audience listens to Helen Hayes "The Best Years"

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Ownership changes

Applications

Earl Park and Fowler, both Indiana **FM proceeding** (Sandra Sue and Francis E. Hertel and Benton County Broadcasting Co.)—ALJ Joseph Stirmer granted applicants' joint request seeking approval of agreement; authorized reimbursement to Benton County in amount up to maximum to $14,000; dismissed application of Benton County with prejudice; granted Hertel's application for facilities at Earl Park, Ind., and terminated proceeding (BC Doc. 82-407-408). Action Jan. 24.

■ Sandpoint, Idaho, and Whitefish, Mont. **AM proceeding** (Bauer Broadcasting Co. [KSPT] and Bee Broadcasting Inc. [KJJR]) —ALJ Joseph Stirmer by two seperate actions, granted motion by Bee Broadcasting for summary decision and resolved air hazard issue in its favor; granted applicants' joint request for approval of agreement; authorized reimbursement in amount of $7,500 to Bauer; dismissed Bauer's application with prejudice; granted Bee Broadcasting's application, and terminated proceeding. (BC Doc. 82-724-5). Action Jan. 24.

■ Ponce, P.R. **TV proceeding** (Interamerican Broadcasting Co. and Amilcar Gandia)—ALJ Joseph Chachkin by two separate actions, cancelled prehearing for Feb. 4 and hearing for March 4, granted joint request for approval of settlement agreement; dismissed Gandia's application with prejudice; approved $4,000 reimbursement to Gandia; granted Interamerican's application for new TV and terminated proceeding. (BC Doc. 82-802-803). Action Jan. 18.

FCC actions

FCC designated for hearing license renewal applications of four commonly owned Georgia radio stations —WTJH(AM) East Point; WJIZ(FM) Albany; WMJM(AM)-WFAV(FM) Cordele. Action Jan. 27.

■ FCC ALJ Joseph Chachkin granted application of Way of the Cross Outreach Inc. for new TV on ch. 62 at Lexington, Ky., and denied competing application of FBC Inc. ALJ credited WOC with slight media diversification preference and substantial preference for integration of ownership into daily management of proposed station.

■ FCC ALJ Walter C. Miller in initial decision granted application of WKKQ Inc., licensee of WKKQ(AM) Hibbing, Minn., to change station's frequency from 6100 khz to 1080 khz, increase power from 5 to 10 kw, and change from daytime-only operation to fulltime operation.

Legal action

■ U.S. Court of Appeals for District of Columbia Circuit set aside FCC decision denying application of KCST-TV Inc., licensee of KCST-TV San Diego, for waiver of network nonduplication rules and remanded case to FCC for further proceedings.

Cable

■ FCC Mass Media Bureau granted Brunswick Cable Communications Associates, Brunswick, Ohio, petition for special relief requesting 5% franchise fee. Action Jan. 28.

Call letters

Applications

Call	Sought by
	New AM's
KGWB	Gospel West Broadcasting Inc., West Richland, Wash.
	New FM's
KDNK	Carbondale Community Access Radio Inc., Carbondale, Colo.
WIQQ	The River Broadcasting Inc., Leland, Miss.
KBMV-FM	Jack G. Hunt, Birch Tree, Mo.
KLSK	Siesta Communications Corp., Santa Fe, N.M.
WYXZ	Good-Radio Broadcasting Inc., Allendale, S.C.
KFFR	Freeway Broadcasting, Inc., Hooks, Tex.
KYCX	Summit Broadcasting Associates Inc., Mexia, Tex.
KVNE	Educational Radio Foundation of East Texas Inc., Tyler, Tex.
	New TV's
WTXT	Community Service Broadcasting, Huntsville, Ala.
WDKY-TV	KRobert L. Bertram, Danville, Ky.
WDBD	Jackson Family Television Inc., Jackson, Miss.
	Existing AM's
KNWZ	KEZY Anaheim, Calif.
WNYS	WWOL Buffalo, N.Y.
WSNI	WRCP Philadelphia
WPUB	WCCG Camden, S.C.
WPJS	WORG Orangeburg, S.C.
WPJM	WLIC Adamsville, Tenn.
	Existing FM's
WAVE-FM	WSRZ Sarasota, Fla.
WZPL	WIKS Greenfield, Ind.
WLQI	WJCK Rensselaer, Ind.
KGLS	KWLS-FM Pratt, Kan.
WHTT	WEEI-FM Boston
WGHN-FM	WFMG Grand Haven, Mich.
WEOZ	WYSS Sagertown, Pa.
KXZL	KVAR San Antonio, Tex.
KVTI	KPEC-FM Tacoma, Wash.
WSEY	WVLR Sauk City, Wis.
	Existing TV's
KJUD	KINY-TV Juneau, Alaska
KELP	KEHB-TV El Paso, Tex.
WSBN-TV	WSVN-TV Norton, Va.

Grants

Call	Assigned to
	New AM
KHSP	Hesperia Valley Broadcasting Inc., Hesperia, Calif.
	New FM's
KTEI	Pa-joy Broadcasters, Piggott, Ark.
KRZA	Equal Representation of Media Advocacy Corp., Alamosa, Colo.
WIKX	Umberber Communications Inc., Immokalee, Fla.
WMVV	Mount Vernon Baptist Church of Henry County Inc., McDonough, Ga.
KJLY	Minn-Iowa Christian Broadcasting Inc., Blue Earth, Minn.
KOLV	Olivia Broadcasting Co., Clivia, Minn.
WMAH-FM	Mississippi Authority for Educational Television, Biloxi, Miss.
WMAE-FM	Miss. Authority for Educational TV, Booneville, Miss.
WMAU-FM	Miss. Authority for Educational TV, Bude, Miss.
WMAO-FM	Miss. Authority for Educational TV, Greenwood, Miss.
WMAA-FM	Miss. Authority for Educational TV, Jackson, Miss.
WMAW-FM	Miss. Authority for Educational TV, Meridian, Miss.
WMAV-FM	Miss. Authority for Educational TV, Oxford, Miss.
KBRB-GM	K.B.R. Broadcasting Co., Ainsworth, Neb.
KNMQ	Mesa Grande Broadcasting Co., Santa Fe, N.M.
WBJX	Sonrise Broadcasting Corp., Goose Creek, S.C.
KPSO-FM	Brooks Broadcasting Corp., Falfurrias, Tex.
KMFM	Latin Broadcasting Co., Premont, Tex.
WBII	Marantha Baptist Bible College Inc., Watertown, Wis.
KGWY	Quality Communications Inc., Gillette, Wyo.
	New TV's
KRCB-TV	Rural California Broadcasting Corp., Cotati, Calif.
KWHP	Sterling Associates Ltd., Boise, Idaho
WNKJ-TV	[illegible]xa Communications Inc., Hopkinsville, Ky.
WMTJ	[illegible]G. Mendez Educational Foundation, Fa[illegible]R.
WWIA-TV	Gos[illegible]roadcasting, San German, P.R.
KCKU	Sunrise Broadcasting Inc., Tyler, Tex.
	Existing AM's
WAGG	WENN Birmingham, Ala.
KOOL	KARZ Phoenix
WJBU	WJOE Port St. Joe, Fla.
WAKM	WTJT Franklin, Tenn.
KFMN	KBER Abilene, Tex.
KQQQ	KNOI Pullman, Wash.
	Existing FM's
WEGN-FM	WTII Evergreen, Ala.
KEZL	KJFM Oceanside, Calif.
WJSTY	WGCV Port St. Joe, Fla.
WSEX	WTCO Arlington Heights, Ill.
WXMG	WRBR South Bend, Ind.
KLFQ	KKAT Lyons, Kan.
WLYT	WHAV-FM Haverhill, Mass.
WGVC-FM	WSRX Allendale, Mich.
WAVC	WGGR Duluth, Minn.
WAYL	WAYL-FM Minneapolis
KSNR	KOSN-FM Thief River Falls, Minn.
KBOZ-FM	KBZN Bozeman, Mont.
WLLT	WYYS Fairfield, Ohio
WHYY-FM	WUHY Philadelphia
KFMN-FM	KFMN Abilene, Tex.
KQQQ-FM	KQQQ Pullman, Wash.
KAOC-FM	KGUL-FM Port Lavaca, Tex.
	Existing TV's
WXFL	WFLA-TV Tampa, Fla.
KQOL-TV	KGPC Lawton, Okla.

Summary of broadcasting

FCC tabulations as of Sept. 30, 1982

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,668	0	0	4,668	153	4,822
Commercial FM	3,379	1	0	3,380	328	3,708
Educational FM	1,112	0	0	1,112	84	1,196
Total Radio	9,159	1	0	9,160	565	9,725
Commercial TV						
VHF	525	1	0	526	12	538
UHF	276	0	0	276	134	410
Educational TV						
VHF	104	1	3	108	8	116
UHF	163	2	4	169	15	184
Total TV	1,068	4	7	1,079	169	1,248
FM Translators	499	0	0	499	268	767
TV Translators						
VHF	2,754	0	0	2,754	265	3,019
UHF	1,654	0	0	1,654	392	2,046
Low power						
VHF	104	0	0	104	134	238
UHF	7	0	0	7	72	79

*Special temporary authorization

**Includes off-air licenses